



Maryland Marketing Partnership Board of Directors
December 14, 2021 | 3:00 p.m. - 4:30 p.m.
VIA CONFERENCE CALL

Toll Free: 1-252-987-4062
Conference Code: 822-067-049#

MMP MEETING AGENDA

- I. Call to Order / Roll Call / Welcome Guests**
- II. Update from MD Commerce Secretary Kelly M. Schulz**
- III. Greetings and presentation from Planit (New Ad Agency)**
- IV. Administrative Items**
 - a. Minutes Approval from September 30, 2021
 - b. Approval of the 2021 MMP Annual Report
 - c. Financial Report (Leonard Raley, Treasurer – report presented by Tom Riford)
- V. MMP Updates**
 - d. Executive Director's Report (Tom Riford)
 - e. Partnership and Contract Updates (Robert Scherr)
 - f. Marketing Report (Carolyn Hammock)
 - g. PR Report (Abel Communications/Staff)
- VI. Voting of Officers**
 - Chair – Karen Cherry
 - Vice Chair – Laura Van Eperen
 - Treasurer – Leonard Raley
 - Secretary – Aaron Tomarchio
- VII. New Business**

Approvals for one-year contract extension for Robert Scherr; six-month contract extension for Abel Communications; and annual Inter-Agency Agreement between Commerce and MMP.

NOTE: Next Board Meeting March, 2022 (TBD)